**EEO PUBLIC FILE REPORT**

**SIGNAL MEDIA OF ARKANSAS**

### For the period: February 1, 2014 through January 31, 2015.

This report covers the following employment unit:

Call Signs: **KKPT** **KABZ and KHLR**

Location: Little Rock, AR

1. **The following is a list of all vacancies for full-time jobs during the previous 12 months:**

Job Title Date

Filed

Production Coordinator 02/03/2014

Receptionist 07/01/2014

1. **During the previous 12 months, the following recruitment sources were contacted as vacancies for full-time jobs opened.**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **FirstName** | **LastName** | **JobTitle** | **Company** | **Address1** | **Address2** | **City** | **State** | **PostalCode** | **Phone/Fax** |  | **E-Mail** |  |  |  |
| Brenda | Webb | University Placement | University of Memphis | 315 Scates Hall |  | Memphis | TN | 38151 | P-901-678-2239 | F-901678-4836 | ces@memphis.edu |  |  |  |
|  |  |  |
| Andy | Matthews | Career Placement Office | University of Arkansas at Fayetteville | 1 University of Arkansas Dr. | ARKU Room 607 | Fayetteville | AR | 72701 | P-479-575-6265 |  | matthews@uark.edu |  |  |  |
| Lori | Majar | Career Placement Office | University of Arkansas at Fayetteville | 1 University of Arkansas Dr. | ARKU Room 607 | Fayetteville | AR | 72701 | P-479-575-2805 |  | recruit@uark.edu |  |  |  |
| Mitch | Parker | Career Placement | University of Arkansas at Little Rock | 2801 South University | Roth Hall 416 | Little Rock | AR | 72204 | P-501-569-8654 | F-501-569-8156 | Mlparker2@ualr.edu |  |  |  |
|  |  |  |  |  |
| David | Weekley | Mass Communications | University of Arkansas at Little Rock | 2801 South University |  | Little Rock | AR | 72204 | P-501-569-5800 |  |  |  |  |  |
|  |  |  |  |
| Jennifer | Anderson | Career Services | University of Central Arkansas | PO Box 4937 |  | Conway | AR | 72035 | P-501-450-3134 |  | janderson@uca.edu |  |  |  |
| Sandra | Dallas | Career Placement | The Urban League of Memphis | 413 North Cleveland Street |  | Memphis | TN | 38104 | P-901-272-2491 | F-901-272-1673 |  |  |  |  |
|  |  |  |  |
| Conway | Rucks | Marketing and Advertising Dept | University of Arkansas at Little Rock | 2801 S. University |  | Little Rock | AR | 72204 | P-501-569-8877 | F-501-683-7021 |  |  |  |  |
|  |  |  |  |
| Mary | Jones | Career Planning and Placement | University of Arkansas at Pine Bluff | 1200 N. University Dr. | Slot 4975 | Pine Bluff | AR | 71601 | P-870-575-8461 |  | Jonesm.@uapbedu |  |  |  |
| Kimberley | Spicer | Career Placement Officer | University of the Ozarks | 415 N. College Avenue |  | Clarksville | AR | 72830 | P-479-979-1320 |  | [careers@ozarks.edu](mailto:careers@ozarks.edu) |  |  |  |
| Charles | Johnson | Career Service Dept. | Arkansas Workforce Ctr. | PO Box 2470 |  | Benton | AR | 72018-2470 | P-501-776-2974 | F-501-776-2980 |  |  |  |  |
|  |  |  |  |
| Sandra | Cossey | Career Service Dept. | Arkansas Workforce Ctr. | PO Box 189 |  | Conway | AR | 72033-0189 | P-501-730-9897 | F-501-730-9869 | [Sandra.cossey@arkansas.gov](mailto:Sandra.cossey@arkansas.gov) |  |  |  |
|  |  |  |
|  |  | Career Service Dept. | Arkansas Workforce Ctr. | 5401 S. University |  | Little Rock | AR | 72204 | P-501-682-8030 | F-501-682-7797 |  |  |  |  |
|  |  |  |  |
| Dolly | Rhodes |  | Arkansas Workforce Ctr. | 3901 S. University | #24 | Little Rock | AR | 72204 | P-682-8030 |  | [Dolly.rhodes@arkansas.gov](mailto:Dolly.rhodes@arkansas.gov) |  |  |  |
| Kay | Sherman | Career Placement Office | Harding University | PO Box 12243 |  | Searcy | AR | 72149 | P-501-279-4454 |  |  |  |  |  |
| Jessica | Garrison | Career Services Dept. | Henderson State University | HSU Box 7654 |  | Arkadelphia | AR | 71999 | P-870-230-5000 |  |  |  |  |  |
| Deborah | Mitchell | Career Services | ITT Technical Institute | 4520 S. University |  | Little Rock | AR | 72204 | P-501-565-5550 |  | [damitchell@itt-tech.edu](mailto:damitchell@itt-tech.edu) |  |  |  |
| Jim | McCall | Executive Director | Arkansas Broadcasters Association | 2024 Arkansas Valley Drive | Suite 403 | Little Rock | AR | 72212 | P-501-227-7564 |  | [mail@arkbroadcasters.org](mailto:mail@arkbroadcasters.org) | | |  |
| Bill | Eiston | Career Placement Office | Arkansas State University | PO Box 2490 |  | Jonesboro | AR | 72467 | P-870-972-2318 |  | carolyne@astate.edu |  |  |  |
| Margaret | Brewer | Career Placement Office | Arkansas State University | PO Box 2490 |  | Jonesboro | AR | 72467 | P-870-972-2318 |  | carolyne@astate.edu |  |  |  |
| Rainey | Gibson | Career Services Dept. | Hendrix College | 1610 Washington Avenue | Fausett Hall | Conway | AR | 72032 | P-800-277-9017 |  |  |  |  |  |
| Dale | Charles | Career Placement Office | Little Rock Chapter NAACP | PO Box 1933 |  | Little Rock | AR | 72203 | 501-376-7399 |  |  |  |  |  |
| Debra | Dickey-Liang | Career Development Ctr. | Lyon College | PO Box 2317 |  | Batesville | AR | 72503-2317 | P-870-307-7228 | F-870-307-7228 |  |  |  |  |
|  |  |  |  |
| Michelle | Duke | Career Services Dept. | National Association of Broadcasters | 1771 N Street NW |  | Washington, DC |  | 20036 | P-202-429-5361 |  |  |  |  |  |
| Barbara | Harvel | Career Services Dept. | Ouachita Baptist University | PO Box 3780 |  | Arkadelphia | AR | 71998-001 | P-870-245-5593 |  | [careerservices@obu.edu](mailto:careerservices@obu.edu) |  |  |  |
| Johnnie | Turner |  | NAACP | 588 Vance Avenue |  | Memphis | TN | 38126 | P-901-521-1343 | F-901-526-2637 |  |  |  |  |
|  |  |  |  |
| Robert | Snowden |  | National Black Media Coalition | 1638 R St. NW | # 300 | Washington DC |  | 20009 | P-202-349-3755 | F-202-319-0924 |  |  |  |  |
|  |  |  |
| Almeta | Ellis | Career Development Office | Philander Smith College | #1 Trudie Kibbe Reed Dr. |  | Little Rock | AR | 72202 | P-501-370-6050 |  | [a.ellis@philander.edu](mailto:a.ellis@philander.edu) |  |  |  |
| Bill | Watson | Career Development Office | Goodwill Industries of AR | 1110 West 7th Street | | Little Rock | AR | 72201 | 501-372-5100 | 501-372-5112 | [williamcwatson47@yahoo.com](mailto:williamcwatson47@yahoo.com) |  |  |  |
| Latoria | Smith | Career Services Dept. | Remington College | 19 Remington Drive | | Little Rock | AR | 72204 | 501-312-0007 | | [latoria.smith@remingtoncollege.edu](mailto:latoria.smith@remingtoncollege.edu) |  |  |  |
| Signal Media | Employee Referral | |  | 2400 Cottondale | | Little Rock | AR | 72202 | 501-664-9410 | |  |  |  |  |
| Arkansas Democrat Gazette | Classified |  |  | 121 E Capital Avenue | | Little Rock | AR | 72201 | 501- 378-3590 | | wseward@arkansasonline.com | | |  |
| Best | Staffing Service | |  | 10301 North Rodney Parham | | Little Rock | AR | 72227 | 501- 221-2378 | | hhtp://www.firststaffstaffing.com | | | |
| Staffmark | Staffing Service | |  | 10700 N. Rodney Parham | | Little Rock | AR | 72212 | p-501 225-8080 f 501-225-3732 | | [http://www.staffmark.com](http://www.staffmark.com/) | | |  |
| Craigs List | |  |  |  |  |  |  |  |  |  |  |  |  |  |
| LittleRockHelpWanted.com | | |  |  |  |  |  |  |  |  | [http://www.littlerockhelpwanted.com](http://www.littlerockhelpwanted.com/) | | | |
| AllAccess.com | |  |  |  |  |  |  |  |  |  | [http://www.allaccess.com](http://www.allaccess.com/) | | |  |
| AccountTemps | Staffing Service | |  | 900 South Shackleford Road, # 710 | | Little Rock | AR | 72211 | p-501-221-0099 | | [http://accounttemps.com](http://accounttemps.com/) | | |  |
| Employment Specialist | Lori |  | Employment Specialist | 2501 Crestwood Road, #100 | | NLR | AR | 72116 | 501-758-7307 | | [employmentspecialist@comcast.net](mailto:employmentspecialist@comcast.net) | | | |

1. **The following is a list of full-time jobs shown in Section A above and the recruitment source which provided for that position:**

Job Title Recruitment Source

Production Coordinator Internal Employee

Receptionist StaffMark

1. **During the previous 12 months, there were a total of 11 people interviewed for vacancies for full-time positions. The following is a list of the total number of interviewees referred by each recruitment source shown in Section B above:**

Job Title Recruitment Source

Production Coordinator ABA Website 3

Internal 1

Reception Staff Mark 3

Office Team 2

Career Builders 1

Internal 1

1. During the last 12 months, the station employment unit engaged in the following (menu option) initiatives:
   1. Promoted an Internship Program designed to assist members of the community to acquire skills needed for broadcast employment.

Participated in general outreach efforts through job banks, Internet programs.

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* 1. Hot Springs High School, Hot Springs, Arkansas had a career goal that each senior must go through a mock interview to prepare them for the real world. The Signal Media CFO, attended the interview day; along with two other interviewers. She was given the students resume which they prepared and a score sheet in which she scored the student in different areas such as dress, body language, eye contact, handshake, speech, answering of the questions and questions asked. Then the student answered a final question as if they would definitely be hired and then they came back for a second interview or rejection. There were 15 students interviewed during that day. Most of the students were very interested in the radio industry and most of them did well. The CFO only rejected two students who came in totally unprepared and after discussed with their teacher.
  2. Funded a Scholarship program directed to students interested in pursuing a career in broadcasting.
  3. Disseminating information about broadcasting opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

**Career in Broadcasting:**

The field of broadcasting is a broad competitive field encompassing a wide variety of employment opportunities ranging from entry level to the ownership and direction/development of a radio or television station. Radio and television are the two main broadcasting concepts with each having many similarities, yet being vastly different from each other. Researching the field of broadcasting will give you a broad introduction into the fields of broadcasting and mass communications. Seventy-three percent of workers employed in the broadcasting industry; work in radio and television, with 34% in radio and 39% in television. Your state Broadcasters Association, the internet, and local libraries are good sources of information to begin your initial research about the field of broadcasting and will inform you of the educational requirements necessary to enter the field.

“*You want to start a career in radio broadcasting but do not know where to start?”*

Prior to beginning your leap into the radio broadcasting field it would be advantageous to know what your career options are within the field. There are many options to choose from: *Chief Engineer*; Sales: *General Sales Manager, National Sales Manager, Local Sales Manager, Account Executive, Promotions/Marketing Director, Promotion/Marketing Assistant, Non-Traditional Revenue Manager, Traffic Director*;: *Owner/President, General Manager, Station Manager*; *Receptionist, Business Department;* On-Air: *Announcer, Play-by-Play Announcer, News Director, Music Director, Production Director, Program Director*.*[[1]](#footnote-1)* There are many other career options available within the radio broadcasting field which are not mentioned above; such as script writers, voice-overs for on-air advertisements; not to mention with the advancements in the technological area and Worldwide Internet which now allows someone to make and broadcast their own radio show from their own home. These advancements, could allow their radio show to be heard by others around the world, therefore, becoming an excellent networking opportunity to showcase their talents and lead to future employment opportunities.[[2]](#footnote-2)

*“What are the education requirements in the field of broadcasting?”*

With the field of broadcasting being such a large and diverse field, it is to be expected that the education requirements will also vary depending upon the position and the size of the company. Again, employment opportunities range anywhere from the entry level positions to upper management positions; with the educational requirements ranging from *“on the job training”* to a master’s degree in mass communications.[[3]](#footnote-3) There are a limited number of schools that award a Certificate in Broadcasting which is an entry level program that familiarizes the student with linear and digital editing, hands on camera work, production and broadcast of radio or television programs. Completion of the course will allow someone to seek employment as video graphics, Radio Disc Jockey or Technicians, Broadcast Production Assistants and Recording Engineers.[[4]](#footnote-4) Obtaining Associate of Applied Science in Radio Broadcasting will help develop on-air presence, writing and simulation for broadcast and technical skills by taking classes in Mass

Communications, Radio Production, Public Speaking, Diction and Voice, Computer Application and Communication Law. Associate of Applied Science in Radio Broadcasting graduates will meet educational qualifications as a Disc Jockey, Newscaster, Sports Announcer, Producer or Audio Production Director or Sales Executive.[[5]](#footnote-5)

Jobs in the broadcast industry are in high demand, being very competitive in larger cities. Obtaining a bachelor or master’s degree in broadcasting along with additional studies in another area that compliments the broadcasting field will ensure the best chances in obtaining quick employment. With a Bachelor of Science degree employment opportunities could be found in the program production, sales, news or sports-related or administration[[6]](#footnote-6). The highest level of education is obtaining a Master’s Degree. Upon completing the graduate will have extensive education and experience in all areas of radio broadcast.[[7]](#footnote-7)

Upon completion or in the midst of your education, your local radio station is a great place to volunteer your services so you can *“get your foot in the door”*. This willingness to volunteer is beneficial to both parties; one for economical and staffing reasons the other, gaining *“on the job training”* which will only highlight and advance your marketability within the radio broadcasting field with prospective employers. Positions such as these are very competitive and highly sought after. Submitting a demo tape along with your résumé will allow the producers to hear your voice; along with confidence, a solid résumé and a creative demo tape you will showcase your abilities and talents.

Keep in mind that competition is stiff in large metropolitan cities and willingness to begin at a smaller radio station will allow you to advance within the industry as long as relocation is an option.[[8]](#footnote-8) Job prospects are best for those who hold a college degree in broadcasting, journalism, or a related field enhanced with relevant *“on the job experience”* such as internships at professional radio stations outside the college environment. Many radio broadcasting professionals began their careers as interns or assistants and now hold positions that are fun, exciting and fulfilling in the ever-changing world of Radio Broadcasting.

If you are interested in the Broadcasting field contact Signal Media of Arkansas for other information. [reception@signalmedia.com](mailto:reception@signalmedia.com) or 501 664 9410

1. *Careers in Radio Broadcasting: Arkansas Broadcasters Association* [↑](#footnote-ref-1)
2. http://wisegeek.com/how-can-i-begin-a-career-in-radio-broadcasting.htm [↑](#footnote-ref-2)
3. <http://Radio> and Television Broadcasting--education-portal.com [↑](#footnote-ref-3)
4. <http://ddl.sw.edu/Prospective> Student/learn.com [↑](#footnote-ref-4)
5. <http://education-portal.com/articles/AAS:Radio_Broad>casting.html [↑](#footnote-ref-5)
6. http://education-portal.com/articles/Bachelor\_of\_Broadcasting.html [↑](#footnote-ref-6)
7. http://www.universities.com/edu/Masters.html [↑](#footnote-ref-7)
8. http://data.bls.gov/cgi-bin/print.pl/oco/cg/cgs017.htm [↑](#footnote-ref-8)